

## STAFF REPORT

**SUBJECT:** Census 2010

**MEETING DATE:** February 18, 2010

**AGENDA ITEM:** 6A

**STAFF CONTACT:** Michael Powers, Brian Bresolin

### RECOMMENDATION:

Receive status report on planned US Census outreach activities related to the 2010 Census.

### DISCUSSION:

A January 27<sup>th</sup> Santa Maria Census Office Open House was a success, with over a hundred in attendance including media, government officials, and others. The program included remarks from Sharon Siegel, District Director representing Congresswoman Lois Capps, Supervisor Janet Wolf, Santa Maria City Council member Hilda Zacarias, and presentations by CCC representatives Susan Curtis from the County of Santa Barbara, and Mark van de Kamp City of Santa Maria.

Local and census officials in the south coast held a formal "Census Kick-off Event" in the Santa Barbara City library on January 21<sup>st</sup>. The meeting began with introductory remarks by Supervisor Janet Wolf, Santa Barbara Councilman Grant House, and, City of Goleta Mayor Eric Onnen. County and City Staff members from County Planning and Development, Derek Johnson and Susan Curtis, and, City of Carpinteria Shana Farley provided an overview of the census outreach efforts and itemized compelling reasons to participate in the Census. Three panelists from community based organizations emphasized the benefits of local participation. Census staff primarily responded to questions from the audience. Attendance was about 25 persons, a highlight being clear evidence of involvement by the Santa Barbara School District in the census outreach program for the schools. All in attendance were encouraged to make use of the great variety of census publicity materials that were available to the attendees.

At a January 20<sup>th</sup> planning commission hearing, county staff presented some background census information and their future outreach efforts that include working with a technical consultant and GATV to produce and distribute radio and television Public Service Announcements, and identify Questionnaire Assistance Centers (QAC's) that will provide a place where census bureau staff can be available to assist with filling out the questionnaire. The staff report is included as an attachment.

In order to inform stakeholders about the advertising campaign, the Census Bureau, in collaboration with their communications contractors, will start issuing weekly 2010 Census media highlights. The highlights contain information on when and where a sampling of advertisements will run for the various audiences for the upcoming week. Attachment 2 is the very first weekly media highlights for the week of January 17-24.

A new Census Bureau Participant Specialist has been appointed to assist with South Coast outreach activities. Her name is Priscilla Handley and her number is 805-712-4002.

## **COMMITTEE REVIEW**

This report was presented to both the North County and South Coast Subregional Planning Committee meetings on February 3<sup>rd</sup>. At the South Coast meeting, staff from the City of Santa Barbara stated they will brief their City Council on census outreach activities at an upcoming meeting. City staff will also initiate outreach to the South Coast Homeless Advisory Committee on February 11<sup>th</sup> 10:30 at the David Gebhard Public Meeting Room, so this group can be made aware of activities directed at counting those individuals. The enumeration of the homeless in shelters and outdoor locations (referred to as Targeted Non Shelter Outdoor Locations, TNSOL) will occur March 29<sup>th</sup> – 31<sup>st</sup>. The shelters will be enumerated from 7AM to 12 midnight and outdoor locations from midnight to 7AM. There will be approximately 200 enumerators working on this operation. The Santa Barbara City Council agenda for Tuesday, Feb., 23<sup>rd</sup>. at 2:00pm includes a briefing by census bureau representatives Priscilla Handley and Dave Rodriguez.

## **ATTACHMENTS**



Attachment 1: Planning Commission Report

Attachment 2: Media Highlights

Attachment 1, County Planning Commission Report

**SANTA BARBARA COUNTY PLANNING COMMISSION**  
**Staff Report for Santa Barbara County 2010 Census**

**Hearing Date: January 20, 2010**  
**Staff Report Date: December 29, 2009**  
**Case No.: N/A**  
**Environmental Document: N/A**

**Director: Derek Johnson**   
**Division: Long Range Planning**  
**Staff Contact: Susan Curtis**   
**Planner's Phone #: 805-568-3573**

## 1.0 REQUEST

Hearing at the request of the Office of Long Range Planning to receive a briefing on the Santa Barbara County 2010 Census. No action is being requested as the item is purely to inform the Planning Commission of the County's 2010 Census outreach activities and strategy.

## 2.0 JURISDICTION

The Office of Long Range Planning is coordinating activities for the 2010 Census in unincorporated areas of the County. Staff is also working with representatives from the Census Bureau and incorporated cities of the County to promote regional Census collaboration and coordination.

## 3.0 ISSUE SUMMARY

The 2010 decennial census is an important planning activity that provides critical data to inform long range planning efforts, allocates state and federal per capita funding, and determines representation in local, state, and federal offices. The census is the largest peacetime mobilization of the federal government that helps define who we are as a nation.

During the 2000 Census there was an estimated undercount of 2% or 677,432 residents in California. For the unincorporated County approximately 6,070 residents were not counted during in this Census. A complete count of all County residents in the 2010 Census cycle is critical to assure maximum receipt of census-derived funding from state and federal sources. This funding provides revenue for County schools, health and emergency services, public works projects, and social services. Census data is also used for the Santa Barbara County Association of Governments (SBCAG) Regional Growth Forecast and in planning for current and future community transportation, housing, and safety needs.

In response to the need to insure the likelihood that all local residents are counted in the 2010 Census the County recently completed the final phase of the Local Update to Census Addresses (LUCA) program. LUCA is a decennial census geographic partnership program that allows the Census Bureau to benefit from local knowledge in developing its Master Address File (MAF) for the 2010 Census. Local governments can contribute to a more complete and accurate census for their community by reviewing and commenting on the list of housing unit and group quarters

addresses that the Census Bureau will use to deliver questionnaires within their community. In 2008, an inter-departmental team comprised of staff from nine County departments was assembled to review and submit revisions of the MAF reflecting all city style addresses in the County. In November 2009, the Census Bureau provided the County with a revised MAF for review to ensure all address submissions were accurately documented. Staff found that all addresses submitted by the County had been accurately incorporated by the Census Bureau for use in distributing Census questionnaires.

The County has also completed, and is actively implementing, a Santa Barbara County 2010 Census Integrated Communications Plan (County Census Plan). The County is also working with Complete Count Committees (CCC) established by the cities of Buellton, Carpinteria, Goleta, Santa Maria/Guadalupe, Lompoc, Santa Barbara, and Solvang to assist in providing Census outreach material and information to Census Partners and County residents (Attachment A. *Complete Count Committee Framework* illustrates the Santa Barbara County Association of Governments subregional approach and framework for Santa Barbara County CCCs). The County, as the jurisdiction with oversight of unincorporated areas, is an active member of all city-centered CCCs.

### **2010 Census Outreach**

The County Census Plan presents a roadmap for regional Census coordination and outreach that is aligned with the goals of the National Census communications campaign. The National Campaign is a multichannel, multidimensional, and multiphase initiative designed to accomplish the following three goals:

- Increase Census questionnaire response and return rates
- Improve overall accuracy and reduce the differential undercount
- Improve cooperation between Census enumerators and the public

To accomplish these goals, the National Census Campaign includes a timeline with four distinct outreach phases: (1) Partner Support Program/CCC formation (Spring/Summer 2009), (2) Awareness and Education (January-February 2010), (3) Motivation and Participation (March-April 2010), (4) Nonresponse follow-up to areas that had low response rates (May-June 2010) (Attachment B. *2010 Census Milestones* provides an overview of the Census Bureau 2010 Census operational timeline). To date, Santa Barbara County has been implementing activities supportive of the Partner Support Program/CCC phase of Census outreach. Additionally, the County is poised to launch a County-wide awareness and education campaign in early January 2010.

The County's approach is to promote local outreach that complements National Census campaign messaging and timing as a means of leveraging National efforts at the local level. The effort provides for both no-cost and low-cost outreach options, which can be modified and adapted over time to produce locally tailored, timely outreach materials to various target audiences. An area of focus is to ensure that Hard to Count (HTC) communities receive Census information, thereby assuring maximum receipt of census-derived funding from state and federal sources (Attachment C. *Census Tracts-Santa Barbara County* highlights Census tracts that had a high undercount or non-return rate of Census questionnaires during the 2000 Census).

The County's outreach activities cover a range of collaborative endeavors conducted in consultation with the County Executive Office, to ensure a coordinated countywide media approach promoting the 2010 Census. The County Census team has had assistance from CCC Coordinators, SBCAG and Census Bureau staff in identifying ways to coordinate Census outreach throughout the region. This on-going collaboration has resulted in a number of outreach milestones which include:

- Creation of a local 2010 Census website **[www.countyofsb.org/census2010](http://www.countyofsb.org/census2010)**
- Distribution and display of locally customized Census posters to County Departments and facilities that have public counters, lobbies, or areas where the public may congregate.
- Production of customized Census posters in English and Spanish to display in 100 Santa Barbara Metropolitan Transit District (MTD) buses serving 31,000 passengers per day. Posters have been provided to the City of Santa Maria CCC Coordinator for placement in Santa Maria Area Transit (SMAT) buses which operate on fourteen regular fixed routes serving approximately 3,000 riders per day.
- Coordination of CCC meetings throughout the region. The South Coast CCC (comprised of representatives from the Cities of Santa Barbara, Carpinteria, Goleta, and the County) hosted a Census outreach workshop on December 9, 2009 modeled after a December 7, 2009 CCC workshop hosted by the City of Santa Maria. An integral component of the successful turnout for the South Coast workshop was the joint media coverage highlighting similar workshops in North and South County.

### **Future Coordinated Activities**

The County Census team is working with a technical consultant and GATV to produce and distribute 30 and 60 second radio and television Public Service Announcements (PSAs) using non-profit community and faith based organizations, and community leaders. Messaging and images from the PSAs will be used to develop customized Census posters that will be distributed throughout the network of County facilities and available for reproduction and display throughout the community. Distribution of PSAs to the media are expected mid/late February 2010. These items will also be available for download and use by members of the public from the County Census website.

The South Coast CCC will be collaborating with the Census Bureau to host a South Coast 2010 Census Kick-Off event January 21, 2010 at the City of Santa Barbara Faulkner Gallery from 6:30 PM to 8:30 PM. This event will complement a North County Census Kick-Off event hosted by the Census Bureau January 27, 2010 at their regional office in Santa Maria. Additional community events, workshops, and meeting opportunities will be identified throughout the local Census campaign in an effort to raise awareness and increase participation in the 2010 Census.

The County Census team will continue to collaborate with the Census Bureau and CCCs to identify ways to ensure a complete Census count. In addition to conducting community outreach, the County Census team will work with the Census Bureau and CCCs to identify Question

Assistance Centers (QAC) and Be Counted Sites. QACs are spaces donated by community organizations, where staff from the Census Bureau is available to answer questions and offer assistance in completing Census questionnaires. These centers will be open between mid-March to mid-April 2010.

The County's approach provides a logistical framework supportive of a cost-effective and efficiently coordinated regional Census outreach program. This, in combination with continued collaboration with the Census Bureau and CCCs, will ensure that County time and resources dedicated to the 2010 Census are executed in an efficient and strategic approach.

## **Attachment 2, Media Highlights**

Launch Week: 1/17- 1/24

Diverse Mass Audience, National

Launching the "Announcement" spot on Sunday, January 17th in Primetime Television!

The first spot premieres in the Golden Globes on 1/17 in the 9:00 - 9:30 pm time period

Additional spots to air that night on CBS' Cold Case, MTV Networks (MTV, VH1, Comedy, Spike), Food Network, ESPN

Spot in American Idol on Tuesday, 1/19

Listen for radio spots in programs such as Rick Dees & American Country Countdown

Roadblock on MSN.com Lifestyle/Entertainment and Sports sections

Become a fan of the Census on Facebook.com/uscensusbureau

Live in all 3 major Search Engines: Google, Bing, Yahoo!

Hispanic Audience, National Television:

Telefutura – Fiesta de Pelicula “Day After Tomorrow” sponsored segment airing Thursday, 1/21 between 8-10pm

Telemundo – Victorino’s Novela hosted PSA airing 1/20 Wednesday 8-9P

Telemundo – Cine en Casa hosted PSA 1/24 Sunday 7-11p

Black Audience

Monica Showmercial (:30) airs in season finale of Monica Still Standing on 1/19

Weekly Mo'Nique (on the Monique Show) host mention begins on Friday 1/22

Bobby Jones and Kelly Price PSA's air in Celebration Of Gospel Encore on 1/17 and 1/24

Asian, National Television:

Premiering on all National TV networks such as Zee TV (Asian Indian), TanTV (Korean) and Japan TV (Japanese)

Other

Polish, Russian, Arabic TV airing Awareness ads during Primetime on 1/18

Radio 60-second spots are airing during Primetime on 1/18